Staff Memorandum

To	Mayor A. Nuttall, Deputy Mayor R. Thomson and Members of Council
Subject	New Liquor Licence Application Review – Alliance Billiards n Sport Bar – 33 Alliance Blvd. Units 1 and 2
Ward(s)	2
Date	April 22, 2026
Department Head Approval	W. Cooke, City Clerk/Director of Legislative and Court Services
Executive Member Approval	Not applicable
CAO Approval	Not applicable

The purpose of this Memorandum is to advise members of Council that an Alcohol and Gaming Commission (AGCO) Municipal Information Form and an associated City of Barrie Liquor Licence Application Questionnaire were received from a business named Alliance Billiards n Sport Bar located at 33 Alliance Blvd., Units 1 and 2. Upon receipt, the documents were circulated to City Departments and community stakeholders.

Concerns regarding zoning, non-compliance with by-laws, or general objections to the application may be directed to the Alcohol and Gaming Commission of Ontario (the issuer of liquor licences) through the City Clerk as follows:

Alcohol and Gaming Commission of Ontario
c/o Wendy Cooke, City Clerk/Director of Legislative and Court Services
City of Barrie
P.O. Box 400, 70 Collier Street
Barrie ON L4M 4T5
Email: cityclerks@barrie.ca

All comments received will be compiled and submitted to the Alcohol and Gaming Commission of Ontario for review and consideration as part of the Commission's liquor sales licence issuance process.

Appendix:

Appendix A - Municipal Information Form and City of Barrie Liquor Licence Application Questionnaire

Memo Author: Tara McArthur, Coordinator of Elections and Special Projects

File #: P09 - Licences

Pending #: Not Applicable

Appendix A

Municipal Information Form and City of Barrie Liquor Licence Application Questionnaire

See Attachment.